

VZCZCXRO1149

PP RUEHBZ RUEHJO RUEHMR RUEHRN  
DE RUEHSB #0038/01 0180902

ZNR UUUUU ZZH

P 180902Z JAN 07

FM AMEMBASSY HARARE

TO RUCNSAD/SOUTHERN AFRICAN DEVELOPMENT COMMUNITY PRIORITY

RUEHC/SECSTATE WASHDC PRIORITY 1044

INFO RUCNSAD/SOUTHERN AFRICAN DEVELOPMENT COMMUNITY

RUEHUJA/AMEMBASSY ABUJA 1443

RUEHAR/AMEMBASSY ACCRA 1299

RUEHDS/AMEMBASSY ADDIS ABABA 1447

RUEHBY/AMEMBASSY CANBERRA 0708

RUEHDK/AMEMBASSY DAKAR 1073

RUEHKM/AMEMBASSY KAMPALA 1501

RUEHNR/AMEMBASSY NAIROBI 3897

RUEHFR/AMEMBASSY PARIS 1270

RUEHRO/AMEMBASSY ROME 1926

RUEHBS/USEU BRUSSELS

RUEHGV/USMISSION GENEVA 0634

RHEHAAA/NSC WASHDC

RUCNDT/USMISSION USUN NEW YORK 1663

RUEKJCS/JOINT STAFF WASHDC

RUEHC/DEPT OF LABOR WASHDC

RUEATRS/DEPT OF TREASURY WASHDC

RUEFDIA/DIA WASHDC//DHO-7//

RUCPDOC/DEPT OF COMMERCE WASHDC

RUFOADA/JAC MOLESWORTH RAF MOLESWORTH UK//DOOC/ECMO/CC/DAO/DOB/DOI//

RUEPGBA/CDR USEUCOM INTEL VAIHINGEN GE//ECJ23-CH/ECJ5M//

UNCLAS SECTION 01 OF 02 HARARE 000038

SIPDIS

SENSITIVE

SIPDIS

AF/S FOR S. HILL

EB/CBA FOR D. WINSTEAD

EB/TPP/IPE FOR J. BOGER AND C. LACROSSE

NSC FOR SENIOR AFRICA DIRECTOR B. PITTMAN

STATE PASS TO USAID FOR M. COPSON AND E. LOKEN

PASS TO USTR FOR JENNIFER CHOE GROVES

TREASURY FOR J. RALYEA AND T. RAND

COMMERCE FOR BECKY ERKUL

ADDIS ABABA FOR USAU

ADDIS ABABA FOR ACSS

E.O. 12958: N/A

TAGS: ABUD AMGT BEXP BTIO ECON ETRD KIPR ZI

SUBJECT: HARARE BFIF PROJECT PROPOSAL

REF: 06 HARARE 01317

**11. (U)** Embassy Harare proposes to draw on the Business Facilitation and Incentive Fund (BFIF) to sponsor two events: in order of priority, a sequel to the successful October 2006 BFIF-funded "Just Business" forum (Ref A); and a one-day trade fair with the theme of intellectual property rights (IPR) protection.

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&Just Business8 Forum Sequel  
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**12. (SBU)** Post proposes providing financial support to the American Business Association of Zimbabwe (ABAZ) as it builds on the momentum of last October's "Just Business" forum by holding a sequel. The 2006 event increased the Association's confidence and lobbying capacity and initiated a public discussion on economic reform that has continued beyond the event. With Post's assistance, for example, ABAZ has been successful in placing excerpts of selected presentations and papers from the forum in the independent press, thus stoking ongoing discussion and provoking public pressure on the GOZ. The next step is to keep the debate alive and to increase the effectiveness of ABAZ's outreach.

¶3. (SBU) Laying the groundwork for another forum, over the past months ABAZ has taken key messages from the event directly to government officials and parliamentarians. As an indication of its increased maturity, ABAZ has also taken steps to set up a permanent secretariat and draw up a calendar of events and speakers that focus on engaging government officials. (N. B. The original event has also led to an increase in ABAZ membership.)

¶4. (SBU) As in 2006, the day-long event would bring together private sector leaders and thinkers from the region with Zimbabwe's own top business leaders to identify and deliberate over the key measures needed to right Zimbabwe's course. We would again invite speakers from African countries that have undergone post-crisis recovery to stimulate local interest, draw broader lessons and accentuate Zimbabwe's need to start planning for the post-Mugabe era. To build on the successful "Just Business" theme of the 2006 forum, Post envisions intensified outreach to moderate-minded government officials to secure their participation.

¶5. (U) The estimated cost for the event is US\$11,000, which includes: the venue and refreshments for the day (\$2500), transportation and per diem for outside speakers (\$2500), pre-event publicity and communications (\$3000) and follow-on media coverage and publications (\$3,000). While Post once again anticipates strong private sector financial support by ABAZ-member companies, it would be next to impossible for them to tap into the needed foreign-currency denominated services that an event of this caliber requires without the hard currency support that BFIF provides.

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Trade Fair with Intellectual Property Rights Theme  
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¶6. (U) Post also proposes to draw on BFIF funds to finance a one-day trade fair in Harare, under the auspices of ABAZ. As ABAZ member companies represent every major sector of the economy, the trade fair would be a highly public way of countering the GOZ's oft-repeated but false contention that US policy prohibits or discourages US companies from doing business in Zimbabwe. The event would be an excellent public platform for re-iterating that U.S. companies are free to trade with and invest in Zimbabwe and to do business with non-sanctioned individuals and companies. The fair would help illustrate that the cause of the country's steep decline is the GOZ's mismanagement of the economy, not sanctions. In addition, the event would highlight the benefits of ABAZ membership to non-member distributors of U.S. products and thus further strengthen the lobbying capacity of this young and important civic association.

¶7. (U) The fair would be held in May, within weeks of World Intellectual Property Rights Day, and would have an IPR theme, which would underline Post's concern about the general deterioration of property rights in Zimbabwe. Post would work with EB/IPE to gather and make available appropriate IPR informational material. We would also build on the event by inviting a private sector IPR speaker from the region to address a pre-event reception for business leaders and government officials.

¶8. (U) Post would work with ABAZ to identify a local marketing company with trade show expertise. Post would then work with ABAZ and the company to target exhibitors and visitors, and to develop media strategies for the event. The initial estimated cost for the event is US\$3,000, including venue rental (\$500), publicity (\$500), and marketing company fee (\$2000). Post would finance the pre-event reception and anticipates that the local private sector would finance the travel and per diem of an appropriate IPR speaker.

¶9. (U) Post point of contact is econoff Frances Chisholm,

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